



22 JUL 2025
FM: CHDIRAUX
TO: ALAUX
ALAUX 027/25

Subj: FORCE DESIGN 2028 – SENIOR LEADER ENGAGEMENT – TOWN HALLS

1. Please read the attached ALCGFD28 004/25 message. It invites all Coast Guard personnel to virtually attend and participate in four town hall events that will address the Force Design 2028 (FD28) Execution Plan Summary. These town hall events will be held in-person at Coast Guard Headquarters and include an overview of FD28, insight regarding Senior Leader intent, and an update on implementation plans.
2. The Town Hall schedule follows:
 - 28 July 2025, 1300 (EST) – Overview and Focus on Organization.
 - 30 July 2025, 1300 (EST) – Overview and Focus on Contracting and Acquisitions.
 - 06 August 2025, 1300 (EST) – Overview and Focus on People.
 - 18 August 2025, 1300 (EST) – Overview and Focus on Technology.
3. The live broadcasts or the posted recorded sessions of each event will be able to be viewed at: <https://www.uscg.mil/leadership/commandants-initiatives/forcedesign2028/>.
4. Although questions for each event can be submitted up to two workdays in advance, Auxiliarists will likely be unable to do so using the prescribed online form. In lieu of using the form, Auxiliarists should submit questions through their district chain of leadership and management to their District Director of Auxiliary for relay to the town hall coordinators.
5. Internet release is authorized.

Sincerely,

Brent R. Schmadeke
Captain, U.S. Coast Guard
Chief, Office of Auxiliary and Boating Safety (CG-BSX)

For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA II.

*All ALAUX's are posted on the Chief Director of Auxiliary web site located at:
[CHDIRAUX ALAUX](#)

If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email
CGAUX@uscg.mil.

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TO ALCGFD28
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ALCGFD28 004/25

SUBJ: FORCE DESIGN 2028 - SENIOR LEADER ENGAGEMENT - TOWN HALLS

A. COMDT COGARD WASHINGTON DC ALCOAST 211641Z MAY 25/ALCGFD28 002/25

1. Per the Force Design 2028 (FD28) Executive Report announced in ref (a), the Acting Commandant, ADM Kevin Lunday, submitted an FD28 Execution Plan in June that was approved by Secretary Noem. Next week, the Acting Commandant will release the FD28 Execution Plan Summary to provide our workforce increased fidelity on FD28 initiatives and serve as a framework for implementing systematic and transformational change across our Coast Guard.
2. This message announces four Townhalls hosted by the Acting Commandant and Senior Advisor to the Secretary for the Coast Guard (SASCG), Mr. Sean Plankey, designed to inform and synchronize the efforts of our workforce as FD28 shifts from a concept to reality. The four FD28 Townhalls will include an overview of FD28, insight regarding Senior Leader intent, and an update on implementation plans. The second half of each event will spotlight one of the four FD28 campaigns driving our Service's transformation: Organization, People, Technology, and Contracting and Acquisition.
3. Action - Join us to learn more about how FD28 will revolutionize our Service, powered by a landmark nearly \$25 billion investment in the Coast Guard through the One Big Beautiful Bill Act.
 - a. All Town Halls will be open for in-person attendance at Coast Guard Headquarters, livestreamed for remote participation (Microsoft Teams links will be provided in advance for each session), and recorded for future viewing.
 - b. Unit Commanders and Officers-in-Charge are encouraged to schedule viewing parties for their units to watch the live broadcast or the recorded sessions that will be posted at <https://www.uscg.mil/leadership/commandants-initiatives/forcedesign2028/>.
4. Town Hall Schedule -
 - a. 28 July 2025 1300 EST - Overview and Focus on Organization
 - b. 30 July 2025 1300 EST - Overview and Focus on Contracting and Acquisitions
 - c. 06 August 2025 1300 EST - Overview and Focus on People
 - d. 18 August 2025 1300 EST - Overview and Focus on Technology
5. Format - Each Town Hall will include remarks from: SASCG; the Acting Commandant, ADM Kevin Lunday; the FD28 Flag Champions; and the FD28 Implementation Team Lead, CAPT Carter. A Question-and-Answer session will conclude each session.
6. Questions and Feedback:
 - a. Prior to each Town Hall, members may submit questions via this online form at <https://forms.osi.apps.mil/r/utkVJjercN>. For the Organization Town Hall, questions are due by Thursday, 24 July 2025. For the remaining Town Halls, please submit questions at least two days before the event date.
 - b. Questions will also be fielded from in-person attendees during each session.
7. These Town Halls provide an outstanding opportunity for the entire workforce to better understand their role in making the transformational change that will shape our Service for years to come. Your active participation and feedback are essential to ensuring we develop the Coast Guard needed to meet tomorrow's challenges.
8. Force Design 2028 Implementation Team respectfully sends.
9. Internet release is authorized.

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